

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR MARCH 1978

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS ¹	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	AS 25- 30 Min.	AS 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AS 7:30-11:00 PM		
											Regular	Special(3)	Total(3)
	18.4 6	18.7 11	21.1 26	17.0 5	16.4 4	18.6 8	19.8 26	19.1 32	19.1 31	19.2 38	19.1 69	20.8 9	19.3 78
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS ¹	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)		Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly		Daytime Drama							Regular	Special(3)	Total(3)
	8.9 5	13.4 3	6.6 10	7.6 14	5.9 11	7.1 3	6.4 16	7.6 12	7.1 28	6.2 35	8.3 13	5.4 8	7.5 21

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 5, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	32.3	23,550	9	HOW THE WEST WAS WON	24.7	18,010
2	HAPPY DAYS	32.0	23,330	10	EIGHT IS ENOUGH	24.5	17,860
3	THREE'S COMPANY	30.9	22,530	11	ALICE	24.4	17,790
4	LITTLE HOUSE-PRAIRIE	27.6	20,120	12	ALL IN THE FAMILY	24.3	17,710
5	CHARLIE'S ANGELS	27.5	20,050	12	60 MINUTES	24.3	17,710
6	GRAMMY AWARDS(S)	26.6	19,390	14	ABC SUNDAY NIGHT MOVIE	23.7	17,280
6	ONE DAY AT A TIME#	26.6	19,390	14	STARSKY AND HUTCH	23.7	17,280
8	M*A*S*H	26.2	19,100	16	FANTASY ISLAND#	23.4	17,060

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										
1ST MAR. 1978 REPORT											1ST MAR. 1978 REPORT										
PROGRAM NAME											PROGRAM NAME										

1 SAT.	6.30P	30	ABC	N						B	6.2	13	452	CAROL BURNETT SHOW	10	188	192	98	98	A	18.4	31	1341
2 SAT.	6.45P	15								B	23.7	39	1728	SUN.	10.00P	60	CBS	CV		B	18.0	29	1312
18	ABC SUNDAY NIGHT MOVIE	9.00P	146	ABC	FF	194	194	99	99	B	21.9	35	1597	THU.	9.30P	30	ABC	CS	21	A	19.6	30	1429
1 SUN.	9.00P	146	ABC	FF																B	19.6	31	1429
2 SUN.	9.00P	142																					
22	ABC WEEKEND NEWS-SATURDAY	11.00P	15	ABC	N	157	154	94	93	A	8.3	18	605	CBS EVENING NEWS-CRONKITE	110	201	201	99	99	A	15.5	29	1130
SAT.	11.00P	15	ABC	N						B	8.0	17	583	M-F	6.30P	30	CBS	N		B	15.4	29	1123
21	ABC WEEKEND NEWS-SUNDAY	11.26P	15	ABC	N	151	148	96	96	A	5.6	16	408	CBS EVENING NEWS	13	173	173	89	89	A	10.6	21	773
1 SUN.	11.26P	15	ABC	N						B	6.3	15	459	SUN.	6.30P	30	CBS	N		B	9.9	18	722
2 SUN.	11.22P	15																					
17	ALICE	9.30P	30	CBS	CS	199	200	99	99	A	24.4	36	1779	CBS FRIDAY NIGHT MOVIE	15	183	179	97	96	A	18.9	32	1378
SUN.	9.30P	30	CBS	CS						B	23.8	35	1735	FRI.	9.00P	120	CBS	FF		B	16.8	28	1225
20	ALL IN THE FAMILY	9.00P	30	CBS	CS	198	198	99	99	A	24.3	36	1771	CBS SAT. NEWS-SCHIEFFER	22	155	154	90	90	A	12.6	26	919
SUN.	9.00P	30	CBS	CS						B	24.9	37	1815	SAT.	6.30P	30	CBS	N		B	11.6	23	846
5	BABY, I'M BACK	8.00P	30	CBS	CS	185	185	97	99	A	19.7	30	1436	CBS SUNDAY NEWS-BRADLEY	22	132	135	78	79	A	7.0	14	510
1 MON.	8.00P	30	CBS	CS						B	20.4	30	1487	SUN.	11.00P	15	CBS	N		B	7.8	17	569
2 MON.	8.30P	30																		A	19.8	32	1443
4	BARETTA	10.00P	60	ABC	OP	191		99		A	12.9	22	940	CBS TUESDAY NIGHT MOVIES	5	186	188	98	99	B	18.6	31	1356
1 THU.	10.00P	60	ABC	OP						B	15.5	27	1130	1 TUE.	9.00P	120	CBS	FF					
22	BARETTA-11:30PM	11.30P	65	ABC	OP	157	165	92	94	A	6.8	21	496	2 TUE.	9.00P	145							
1 FRI.	11.30P	66								B	7.3	23	532	CBS WEDNESDAY NIGHT MOVIE	18	189	186	99	97	A	16.0	26	1166
2 FRI.	11.30P	66																		B	18.2	29	1327
20	BARNABY JONES	10.00P	60	CBS	PD		175		96	A	23.2	39	1691	1 WED.	8.00P	120	CBS	FF					
2 THU.	10.00P	60	CBS	PD						B	21.3	37	1553	2 WED.	9.00P	146							
21	BARNEY MILLER	9.00P	30	ABC	CS	196	189	99	97	A	22.4	35	1633	CELEBRITY CHALLENGE-SEXES	5	182	181	99	98	A	9.6	15	700
THU.	9.00P	30	ABC	CS						B	21.9	34	1597	TUE.	8.00P	30	CBS	SE		B	11.6	17	846

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. % SHARE % (0,000)										AVG. AUD. % SHARE % (0,000)									
EVENING CONT'D																			
CHIPS	THU.	8.00P	60	NBC	OP	20	196	180	98	92	A	18.5	29	1349					
CHUCK BARRIS RAH RAH SHOW	2 TUE.	8.00P	60	NBC	GV	1		191		98	A	15.4	24	1123					
CLASS OF '65	1 THU.	9.00P	120	NBC	GD	11	199	189	98	97	A	14.8	24	1079					
CONN. RABBIT-KING ARTHUR(S)	1 THU.	8.30P	30	CBS	EA		201		99		A	22.8	35	1662					
C.P.O. SHARKEY	2 FRI.	8.30P	30	NBC	CS	2		187		94	A	17.0	27	1239					
DONNY AND MARIE	2 FRI.	8.00P	60	ABC	GV	19		194		99	A	20.0	33	1458					
EIGHT IS ENOUGH	WED.	8.00P	60	ABC	CS	20	201	197	99	99	A	24.5	38	1786					
FAMILY	TUE.	10.00P	60	ABC	GD	21	195	195	99	99	A	17.4	29	1268					
FANTASY ISLAND	1 SAT.	10.00P	60	ABC	A	5	189		99		A	23.4	44	1706					
											B	22.6	41	1648					
1 MON.	11.30P	84	CBS	FF															
1 TUE.	11.30P	126																	
1 WED.	11.30P	70																	
1 THU.	11.47P	102																	
2 MON.	11.30P	101																	
2 TUE.	11.55P	122																	
2 WED.	11.58P	89																	
2 THU.	11.30P	95																	
2 FRI.	11.30P	36																	
LATE MOVIE II	1 WED.	12.40A	53	CBS	FF	56	172	161	93	89	A	4.9	29	357					
	2 WED.	1.07A	56								B	4.9	28	357					
	2 FRI.	12.06A	96																
LAVERNE AND SHIRLEY	TUE.	8.30P	30	ABC	CS	20	209	216	99	99	A	32.3	48	2355					
LIFE-TIMES-GRIZZLY ADAMS	WED.	8.00P	60	NBC	A	15	210	208	99	99	A	18.5	29	1349					
											B	18.0	28	1312					
LITTLE HOUSE-PRAIRIE	MON.	8.00P	60	NBC	GD	21	217	218	99	99	A	27.6	41	2012					
LOU GRANT	2 MON.	10.00P	60	CBS	GD	4		196		98	A	19.9	36	1451					
											B	19.8	32	1443					
LOVE BOAT						6	189	185	99	98	A	22.3	39	1626					

FISH	THU.	8.30P	30	ABC	CS	7	191	182	99	97	A	20.1	31	1465					
											B	21.4	32	1560					
GOLDIE HAWN SPECIAL(S)	2 WED.	8.00P	60	CBS	CV	33		180		98	A	21.2	32	1545					
GOOD TIMES	2 MON.	8.00P	30	CBS	CS	4		186		99	A	17.5	27	1276					
GRAMMY AWARDS(S)	1 THU.	9.00P	136	CBS	AC		199		99		A	26.6	44	1939					
HAPPY DAYS	TUE.	8.00P	30	ABC	CS	22	209	213	99	99	A	32.0	49	2333					
											B	32.3	50	2355					
HARDY BOYS/NANCY DREW	SUN.	7.00P	60	ABC	SM	21	188	191	99	99	A	15.8	26	1152					
HAWAII FIVE-O	2 THU.	9.00P	60	CBS	OP	16		182		97	A	22.3	34	1626					
											B	20.5	32	1494					
HOW THE WEST WAS WON	SUN.	8.00P	60	ABC	EW	4	197	198	99	99	A	24.7	37	1801					
JAMES AT 16	2 THU.	9.00P	60	NBC	GD	12		177		95	A	14.1	22	1028					
											B	13.7	21	999					
JEFFERSONS	1 SAT.	8.00P	90	CBS	CS	23	185	189	97	99	A	18.8	33	1371					
	2 SAT.	9.00P	30								B	18.0	31	1312					
KOJAK	SAT.	10.00P	60	CBS	OP	11	188	188	98	99	A	10.8	20	787					
											B	13.4	24	977					
LATE MOVIE I						107	171	166	93	91	A	6.2	28	452					
1 SAT.	9.00P	60	ABC	CS															
2 SAT.	9.00P	120																	
MARY TYLER MOORE SPECIAL(S)	1 WED.	10.00P	60	CBS	GV		192		99		A	17.7	30	1290					
M*A*S*H	1 MON.	8.30P	30	CBS	CS	5	192	196	98	98	A	26.2	39	1910					
	2 MON.	9.00P	30								B	26.1	37	1903					
MAUDE	SAT.	9.30P	30	CBS	CS	6	188	189	96	99	A	11.0	19	802					
											B	12.7	22	926					
MIDNIGHT SPECIAL	FRI.	1.00A	90	NBC	PC	22	194	194	98	98	A	3.5	24	255					
NBC LATE NIGHT MOVIE	1 SUN.	11.30P	122	NBC	FF	22	119	120	71	71	A	3.5	17	255					
	2 SUN.	11.30P	120								B	4.0	16	292					
NBC MONDAY NIGHT MOVIES	1 MON.	9.00P	120	NBC	FF	23	207	207	99	99	A	18.6	30	1356					
	2 MON.	9.00P	138								B	22.2	35	1618					
NBC NEWS UPDATE-M-F	1 M-WTH	8.58P	1	NBC	N	108	183	178	94	92	A	17.3	27	1261					
	1 TUE.	9.06P	1								B	16.7	26	1217					
	1 FRI.	8.57P	2																
	2 M-F	8.58P	1																
NBC NEWS UPDATE-SAT.	SAT.	8.58P	1	NBC	N	22	190	189	94	94	A	13.6	23	991					
NBC NEWS UPDATE-SUN.	CONT'D					22	192	196	94	94	A	18.5	27	1349					

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
T/E										T/E									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
EVENING CONT'D										ROCKFORD FILES									
NBC NEWS UPDATE-S-CONT'D										1 FRI. 9.00P 120 NBC PD									
1 SUN. 8.58P 1 NBC N										2 FRI. 9.00P 60									
2 SUN. 9.28P 1										SALUTE TO WOMEN'S SPORTS(S)									
NBC NIGHTLY NEWS-SAT.										2 THU. 11.30P 72 ABC AC									
SAT. 6.30P 30 NBC N										SATURDAY NIGHT									
NBC NIGHTLY NEWS-SUN.										1 SAT. 11.30P 79 NBC GV									
SUN. 6.30P 30 NBC N										SHIELDS AND YARNELL									
NBC NIGHTLY NEWS										TUE. 8.30P 30 CBS CV									
M-F 6.30P 30 NBC N										SIX MILLION DOLLAR MAN									
NBC SATURDAY NIGHT MOVIES										MON. 8.00P 60 ABC A									
SAT. 9.00P 120 NBC FF										60 MINUTES									
NEWSBREAK-M-F										SUN. 7.00P 60 CBS DN									
1 MTWTH 8.58P 1 CBS N										SOAP									
1 WED. 8.53P 1										TUE. 9.30P 30 ABC CS									
1 FRI. 8.57P 1										STARSKY AND HUTCH									
2 M-TH 8.58P 1										WED. 10.00P 60 ABC OP									
NEWSBREAK-SAT.										STARSKY AND HUTCH-11:30									
1 SAT. 9.28P 1 CBS N										1 THU. 11.30P 66 ABC OP									
2 SAT. 8.58P 1										THREE'S COMPANY									
NEWSBREAK-SUN.																			

1 SUN. 8.57P 1 CBS N										TUE. 9.00P 30 ABC CS									
2 SUN. 8.58P 1										TOMA									
ON OUR OWN										1 THU. 12.36A 38 ABC OP									
SUN. 8.30P 30 CBS CS										TOMORROW SHOW									
ONE DAY AT A TIME										1 M-TH 1.00A 45 NBC CC									
2 MON. 9.30P 30 CBS CS										2 MON. 1.18A 45									
OPERATION PETTICOAT										2 TU-TH 1.00A 45									
SAT. 8.30P 30 ABC CS										TONIGHT SHOW									
PEOPLE'S CHOICE AWARDS(S)										1 MTUF 11.30P 75 NBC GV									
1 MON. 9.00P 120 CBS AC										1 WED. 11.30P 81									
POLICE STORY-MON										1 THU. 11.30P 80									
MON. 11.30P 66 ABC OP										2 MON. 11.48P 77									
POLICE STORY-MED										2 TU-TH 11.30P 75									
1 WED. 11.30P 62 ABC OP										2 FRI. 11.30P 82									
2 WED. 11.30P 63										TONY RANDALL SHOW									
POLICE WOMAN										1 SAT. 8.30P 30 CBS CS									
WED. 10.00P 60 NBC OP										TUESDAY MOVIE OF THE WEEK									
PROJECT U.F.O.										1 TUE. 11.30P 97 ABC FF									
1 SUN. 8.00P 60 NBC SF										2 TUE. 11.30P 63									
QUARK										WALTONS									
1 FRI. 8.00P 60 NBC CS										2 THU. 8.00P 60 CBS GD									
2 FRI. 8.00P 30										WED. MYSTERY OF THE WEEK									
QUINCY, M.E.										1 WED. 12.32A 57 ABC SM									
2 FRI. 10.00P 60 NBC OP										2 WED. 12.33A 63									
RHODA										WEEKEND(S)									
SUN. 8.00P 30 CBS CS										2 SAT. 11.30P 90 NBC DN									

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME													PROGRAM NAME												
WK # DAY START TIME DUR NET TYPE													WK # DAY START TIME DUR NET TYPE												
T/C THIS SEASON													T/C THIS SEASON												
NO. OF STATIONS													NO. OF STATIONS												
PROGRAM COVERAGE													PROGRAM COVERAGE												
HOUSEHOLD AUDIENCES													HOUSEHOLD AUDIENCES												
K E Y													K E Y												
AVG. AUD. SHARE % (0,000)													AVG. AUD. SHARE % (0,000)												
EVENING CONT'D													GOOD MORNING, AMERICA-830												
WELCOME BACK, KOTTER 23 196 189 99 98 A 18.9 30 1378													M-F 8.30A 30 ABC N 110 183 184 94 94 A 4.5 24 328												
THU. 8.00P 30 ABC CS 7 190 185 98 98 A 20.8 34 1516													B 3.6 21 262												
WHAT'S HAPPENING SAT. 8.00P 30 ABC CS 185 97 A 13.7 24 999													GUIDING LIGHT M-F 2.30P 60 CBS DD 76 195 194 99 99 A 7.8 27 569												
WILDS-10,000 ISLANDS(S) 1 FRI. 8.00P 60 CBS GD 19 185 97 A 15.8 27 1152													B 8.2 27 598												
WONDER WOMAN 2 FRI. 8.00P 60 CBS SF 20 212 212 99 99 A 16.3 28 1188													A 7.6 32 554												
WONDERFUL WORLD OF DISNEY SUN. 7.00P 60 NBC FV 212 212 99 99 A 15.6 27 1137													B 6.4 29 467												
WEEKDAY DAYTIME ALL IN THE FAMILY M-F 73 195 194 98 98 A 16.3 27 1188													A 5.9 27 430												
M-F 3.30P 30 CBS CS 109 186 186 98 98 A 15.6 27 1137													B 5.4 27 394												
ALL MY CHILDREN M-F 1.00P 60 ABC DD 106 207 205 99 99 A 17.4 28 1268													A 5.0 20 365												
ANOTHER WORLD M-F 3.00P 60 NBC DD 107 198 199 99 99 A 17.7 28 1290													B 5.0 22 365												
AS THE WORLD TURNS M-F 1.30P 60 CBS DD 109 186 186 98 98 A 8.5 26 620													A 6.5 26 474												
													B 9.2 28 671												
													A 9.0 32 656												
													B 8.6 31 627												
													A 9.1 29 663												
													B 8.7 28 634												
													A 8.8 31 642												
													B 8.8 31 642												
													LOVE OF LIFE M-F 11.30A 30 CBS DD 108 189 190 97 97 A 6.1 27 445												
													B 4.9 24 357												
													MAGAZINE(S) 2 THU. 10.00A 60 CBS DN 49 147 147 79 81 A 5.9 17 430												
													B 6.4 18 467												
													MATCH GAME '78 M-F 4.00P 30 CBS QP 35 188 188 99 99 A 7.6 26 554												
													B 8.1 27 590												
													ONE LIFE TO LIVE M-F 2.00P 60 ABC DD 189 98 A 7.1 28 518												
													PILLSBURY BAKE-OFF(S)												
CAPTAIN KANGAROO M-F 8.00A 60 CBS C 109 187 187 99 99 A 3.9 21 284													1 TUE. 11.00A 30 CBS AC 51 178 178 92 92 A 6.1 28 445												
CARTER ANALYSIS(S) 2 THU. 12.43P 17 CBS N 108 173 174 91 91 A 3.6 21 262													B 6.5 29 474												
CBS MID-DAY NEWS-EDWARDS M-F 11.55A 4 CBS N 110 176 176 96 96 A 6.7 27 488													1 MTWTF 10.30A 30 CBS AP 53 178 176 92 91 A 6.4 27 467												
CBS MORNING NEWS M-F 7.15A 45 CBS N 109 207 205 99 99 A 6.3 25 459													B 7.0 29 510												
DAYS OF OUR LIVES M-F 1.30P 60 NBC DD 106 202 200 98 98 A 5.8 25 423													1 MTWTF 11.00A 30 CBS AP 109 179 178 96 95 A 7.9 30 576												
DOCTORS M-F 2.30P 30 NBC DD 104 168 168 90 90 A 2.4 16 175													B 7.1 27 518												
EDGE OF NIGHT M-F 4.00P 30 ABC DD 108 182 182 99 99 A 2.2 17 160													1 TUE. 10.30A 30 107 166 168 89 89 A 5.3 25 386												
FAMILY FEUD M-F 11.30A 30 ABC QP 55 168 171 83 83 A 5.2 16 379													B 4.9 26 357												
FOR RICHER, FOR POORER M-F 1.00P 30 NBC DD 34 187 187 98 98 A 5.3 16 386													A 7.9 30 576												
GENERAL HOSPITAL M-F 3.00P 60 ABC DD 59 175 176 88 88 A 9.8 39 714													B 7.6 30 554												
GONG SHOW M-F 12.30P 30 NBC QG 110 176 175 96 96 A 8.7 37 634													TATTLETALES 1 MTWTF 10.00A 30 CBS QG 49 162 163 86 87 A 4.8 23 350												
GOOD MORNING, AMERICA-730 M-F 7.30A 30 ABC N 110 176 175 96 96 A 4.1 16 299													B 4.7 22 343												
													2 MTWTF 10.00A 30 104 169 168 87 86 A 3.6 14 262												
													B 3.9 16 284												
													TO SAY THE LEAST M-F 12.00N 30 NBC QP 109 216 216 99 99 A 4.4 26 321												
													B 4.3 28 313												
													TODAY SHOW-7.30AM M-F 7.30A 30 NBC N 110 212 212 99 99 A 5.0 28 365												
													B 4.7 29 343												
													TODAY SHOW-8.30AM M-F 8.30A 30 NBC N												

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C SEASON NO. OF STATIONS PROGRAM COVERAGE										T/C SEASON NO. OF STATIONS PROGRAM COVERAGE									
WEEKDAY DAYTIME CONTD																			
K E Y										K E Y									
AUG. % SHARE % (0,000)										AUG. % SHARE % (0,000)									
\$20,000 PYRAMID	35	160	160	86	86	A	6.1	23	445	DYNAMIC DUOS	5	147		77		A	2.8	9	204
M-F 12.00N 30 ABC CG						B	6.3	23	459	1 SUN. 2.00P 30 NBC SE						B	3.4	11	248
WHEEL OF FORTUNE	107	200	202	98	98	A	6.2	26	452	FACE THE NATION	22	184	182	99	99	A	3.4	15	248
M-F 11.00A 30 NBC CG						B	5.8	27	423	SUN. 11.30A 30 CBS CC						B	3.3	16	241
YOUNG AND THE RESTLESS	107	193	194	97	97	A	8.7	33	634	FAT ALBERT AND COSBY KIDS	6	192	195	98	99	A	7.8	30	569
1 M-F 12.00N 30 CBS DD						B	7.9	32	576	SAT. 12.00N 30 CBS CA						B	7.8	29	569
2 MTUWF 12.00N 30										FLORIDA CITRUS OPEN-SAT.(S)			162		87	A	4.9	16	357
WEEKEND DAYTIME										2 SAT. 3.00P 90 NBC SE									
ABC SPORTS MAGAZINE	7	183	183	96	96	A	11.3	31	824	FLORIDA CITRUS OPEN-SUN.(S)			185		92	A	5.0	14	365
SUN. 4.15P 15 ABC SC						B	10.8	28	787	2 SUN. 2.00P 120 NBC SE									
ABC WEEKEND SPECIALS	23	179	179	97	95	A	6.3	24	459	GHOST BUSTERS	23	69	69	60	60	A	1.5	10	109
1 SAT. 12.00N 30 ABC FV						B	6.2	23	452	SUN. 9.00A 30 CBS CL						B	1.4	11	102
2 SAT. 12.00N 60										GO GO GLOBETROTTERS I	5	204	204	99	99	A	4.1	22	299
ABC WIDE WORLD-SPORTS SAT	17	198	196	99	99	A	10.7	26	780	SAT. 8.30A 30 NBC CA						B	4.5	25	328
1 SAT. 5.00P 90 ABC SA						B	11.0	26	802	GO GO GLOBETROTTERS II	5	204	204	99	99	A	5.4	25	394
2 SAT. 4.30P 135										SAT. 9.00A 30 NBC CA						B	5.7	25	416
ABC WIDE WORLD-SPORTS SUN	9	188	186	97	98	A	13.9	34	1013	GO GO GLOBETROTTERS III	5	205	205	99	99	A	5.8	23	423
SUN. 4.30P 90 ABC SA						B	13.6	32	991	SAT. 9.30A 30 NBC CA						B	5.9	23	430
ALL NEW SUPERFRIENDS I	24	187	187	98	98	A	4.9	35	357	GO GO GLOBETROTTERS IV	5	205	205	99	99	A	5.7	21	416
SAT. 8.00A 30 ABC CA						B	3.9	33	284	SAT. 10.00A 30 NBC CA						B	5.7	22	416

ALL NEW SUPERFRIENDS II	24	186	187	98	98	A	7.1	38	518	GREAT GRAPE APE	22	91	89	66	65	A	4.4	20	321
SAT. 8.30A 30 ABC CA						B	6.1	36	445	SUN. 11.00A 30 ABC CA						B	3.4	16	248
AMERICAN BANDSTAND '78	20	156	154	82	81	A	5.3	20	386	HONG KONG PHOKEY	5	197	193	98	98	A	3.1	22	226
1 SAT. 12.30P 60 ABC PC						B	5.8	21	423	SAT. 8.00A 30 NBC CA						B	3.2	24	233
2 SAT. 1.00P 30										IN THE NEWS- 8.26AM	21	199	199	99	99	A	3.3	20	241
ANIMALS, ANIMALS, ANIMALS	22	124	129	79	81	A	3.4	15	248	SAT. 8.26A 3 CBS N						B	3.2	22	233
SUN. 11.30A 30 ABC CL						A	4.8	17	350	IN THE NEWS- 8.56AM	15	191	199	98	99	A	5.6	27	408
BAGGY PANTS & THE NITWITS	5	198	178	97	84	B	5.6	20	408	SAT. 8.56A 3 CBS N						B	5.0	26	365
SAT. 11.00A 30 NBC CA										IN THE NEWS- 9.56AM	15	200	199	99	99	A	9.6	36	700
BATMAN/TARZAN ADV I	15	196	196	99	99	A	9.2	32	671	SAT. 9.56A 3 CBS N						B	9.6	38	700
SAT. 10.30A 30 CBS CA						B	8.9	33	649	IN THE NEWS-10.26AM	24	199	199	99	99	A	9.9	35	722
BATMAN/TARZAN ADV II	15	197	197	99	99	A	10.1	37	736	SAT. 10.26A 3 CBS N						B	8.8	34	642
SAT. 11.00A 30 CBS CA						B	10.1	37	736	IN THE NEWS-10.56AM	24	196	196	99	99	A	9.6	34	700
BUGS BUNNY/ROAD RUNNER 1	15	200	199	99	99	A	7.1	30	518	SAT. 10.56A 3 CBS N						B	8.4	32	612
SAT. 9.00A 30 CBS CA						B	7.1	32	518	IN THE NEWS-11.26AM	24	197	197	99	99	A	8.9	32	649
BUGS BUNNY/ROAD RUNNER 2	15	200	199	99	99	A	8.8	34	642	SAT. 11.26A 3 CBS N						B	9.1	34	663
SAT. 9.30A 30 CBS CA						B	9.1	36	663	IN THE NEWS-11.56AM	24	193	197	97	98	A	7.7	29	561
BUGS BUNNY/ROAD RUNNER 3	15	199	199	99	99	A	10.4	38	758	SAT. 11.56A 3 CBS N						B	8.3	31	605
SAT. 10.00A 30 CBS CA						B	10.0	38	729	IN THE NEWS-12.26PM	24	192	195	98	99	A	7.6	29	554
CBS SAT. FILM FESTIVAL	17		148		86	A	6.2	22	452	SAT. 12.26P 3 CBS N						B	7.0	26	510
2 SAT. 1.30P 30 CBS CL						B	4.6	16	335	IN THE NEWS-12.56PM	22	192	191	96	96	A	8.1	30	590
CBS SPORTS SPECTACULAR	22	158	158	89	91	A	8.4	22	612	SAT. 12.56P 3 CBS N						B	7.1	26	518
1 SAT. 5.00P 60 CBS SA						B	7.3	19	532	IN THE NEWS- 1.26PM	19	169	158	90	88	A	6.9	25	503
2 SAT. 4.30P 90										SAT. 1.26P 3 CBS N						B	5.5	20	401
CHALLENGE OF THE SEXES	8	156	155	82	82	A	5.8	20	423										
SUN. 1.00P 45 CBS SE						B	6.3	22	459										

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C SEASON										T/C SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
WEEKEND DAYTIME CONT'D																			
IN THE NEWS- 1.56PM										RAZZMATAZZ(S)									
SAT. 1.56P 3 CBS N										1 SAT. 1.30P 30 CBS DN									
IN THE NEWS- 9.26AM										SCHOOLHOUSE ROCK- 8.55AM									
SUN. 9.26A 3 CBS N										SAT. 8.55A 4 ABC CA									
IN THE NEWS- 9.56AM										SCHOOLHOUSE ROCK- 9.55AM									
SUN. 9.56A 3 CBS N										SAT. 9.55A 4 ABC CA									
INT'L AMATEUR BOXING										SCHOOLHOUSE ROCK-10.55AM									
SUN. 3.15P 60 ABC SE										SAT. 10.55A 4 ABC CA									
ISSUES AND ANSWERS										SCHOOLHOUSE ROCK-11.55AM									
SUN. 12.00N 30 ABC CC										SAT. 11.55A 4 ABC CA									
JABBERJAW										SCHOOLHOUSE ROCK-10.55AM									
SUN. 10.30A 30 ABC CA										SUN. 10.55A 4 ABC CA									
JACKIE GLEASON GOLF-SAT.(S)										SCHOOLHOUSE ROCK-11.55AM									
1 SAT. 4.00P 60 CBS SE										SUN. 11.55A 4 ABC CA									
JACKIE GLEASON GOLF-SUN 1(S)										SCOOBY'S-LAFF-LYMPICS I									
1 SUN. 4.00P 30 CBS SE										SAT. 9.00A 30 ABC CA									
JACKIE GLEASON GOLF-SUN 2(S)										SCOOBY'S-LAFF-LYMPICS II									
1 SUN. 4.30P 100 CBS SE										SAT. 9.30A 30 ABC CA									
KROFFT SUPERSHOW '78 I										SCOOBY'S-LAFF-LYMPICS III									
23										SAT. 10.00A 30 ABC CA									
SAT. 11.00A 30 ABC CL										SCOOBY'S-LAFF-LYMPICS IV									
KROFFT SUPERSHOW '78 II										SAT. 10.30A 30 ABC CA									
SAT. 11.30A 30 ABC CL										SECRETS OF ISIS									
LAND OF THE LOST										SAT. 11.30A 30 CBS CL									
SAT. 12.00N 30 NBC CL										SPACE ACADEMY									
MEET THE PRESS										SAT. 12.30P 30 CBS CL									
SUN. 12.30P 30 NBC CC										SPACE SENTINELS									
MEMS INDOOR TENNIS CHAMP(S)										SAT. 11.30A 30 NBC CA									
2 SUN. 4.05P 115 CBS SE										SPEED BUGGY									
NBA BASKETBALL GAME										SAT. 8.30A 30 CBS CA									
1 SUN. 1.45P 135 CBS SE										SPORTSWORLD									
2 SUN. 1.45P 140										1 SUN. 2.30P 90 NBC SE									
NCAA BASKETBALL GAME-SAT.										2 SUN. 1.00P 60									
1 SAT. 2.00P 120 NBC SE										SUPERSTARS									
2 SAT. 4.30P 120										SUN. 2.00P 75 ABC SE									
NCAA BASKETBALL GAME-SUN.										THINK PINK PANTHER									
1 SUN. 4.00P 121 NBC SE										SAT. 10.30A 30 NBC CA									
2 SUN. 4.00P 120										THREE ROBONIC STOOGES									
NCAA BASKETBALL GAME 2(S)										SAT. 8.00A 30 CBS CA									
1 SAT. 4.00P 120 NBC SE										THUNDER									
NCAA BASKETBALL GAME SPEC(S)										SAT. 12.30P 30 NBC CL									
2 SAT. 1.00P 120 NBC SE										WACKO									
PRO BOWLERS TOUR										SUN. 9.30A 30 CBS CL									
1 SAT. 3.30P 90 ABC SE										WHAT'S NEW, MISTER MAGOO									
2 SAT. 3.00P 90										SAT. 1.00P 30 CBS CA									

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)														1ST MAR. 1978 REPORT																					
PROGRAM NAME							T/C THU SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME							T/C THU SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1		WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2		WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)						
WEEKEND DAYTIME CONT'D																																			
WORLD SERIES-AUTO RACING														169		92		A	5.7	21	416														
1 SAT. 2.30P 60 ABC SE																		B	6.4	21	467														

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. FEB. 20, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					13,490 18.5					19,540 26.8							
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
W																	
E																	
K																	
1																	
CBS TV					16,840 23.1		18,740 25.7		22,670 31.1								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
NBC TV					22,960 31.5				22,450 30.8								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	

ABC TV					11,960 16.4				20,560 28.2								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
W																	
E																	
K																	
2																	
CBS TV					14,000 19.2		14,580 20.0		23,910 32.8		20,780 28.5		17,640 24.2				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
NBC TV					24,130 33.1				19,030 26.1								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	

TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	59.4	60.7	63.5	65.3	65.8	68.4	69.9	69.9	69.7	69.3	69.4	68.9	67.4	66.6	65.5	61.7
WK 2	59.4	62.9	63.9	64.7	64.7	65.3	65.9	66.6	65.4	65.6	64.6	64.0	60.1	57.6	54.9	51.3

U.S. TV Households: 72,900,000

* HIGH-SPOT RATING (FOR INDIVIDUALLY PREPARING AND SUBJECT QUALITY RATING).

(1) Repeat, see page 8.

(2) See Other Programs Section, Page A-30

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 21, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					24,570 33.7		24,710 33.9		23,910 32.8		17,790 24.4		15,090 20.7				
AVERAGE AUDIENCE (Households (000) & %)					Happy Days		Laverne and Shirley		Three's Company		Soap	(OP)			Family		
SHARE OF AUDIENCE %					22,740 31.2		23,180 31.8		22,600 31.0		16,330 22.4		12,980 17.8		18.5*		17.1*
AVG. AUD. BY 1/4 HR.					29.8	32.5	31.3	32.2	31.0	30.9	22.5	22.3	29	30*	18.4	17.6	29*
CBS TV					7,650 10.5		7,290 10.0		14,360 19.7								
AVERAGE AUDIENCE (Households (000) & %)					Celebrity Challenge of the Sexes		Shields and Yarnell	(OP)					CBS Tuesday Night Movies "A QUESTION OF GUILT" (9:00-11:00PM)				
SHARE OF AUDIENCE %					6,630 9.1		6,560 9.0		9,990 13.7		11.1*		13.1*		15.3*		15.4*
AVG. AUD. BY 1/4 HR.					9.7	8.4	9.0	9.1	21	16*			20*		24*		26*
NBC TV					26,240 36.0				10.8	11.5	13.0	13.2	15.3	15.4	15.6	15.2	
AVERAGE AUDIENCE (Households (000) & %)					18,370 25.2		22.5*		24.3*		25.1*		26.9*		26.9*		25.7*
SHARE OF AUDIENCE %					38		34*		35*		36*		40*		43*		43*
AVG. AUD. BY 1/4 HR.					21.9		23.0	24.3	24.3	24.9	25.4	26.9	26.8	27.3	26.4	26.9	25.0

		TOTAL AUDIENCE (Households (000) & %)		26,030 35.7		25,660 35.2		24,130 33.1		16,690 22.9		14,070 19.3			
		ABC TV		Happy Days		Laverne and Shirley		Three's Company		Soap		(OP)		Family	
		AVERAGE AUDIENCE (Households (000) & %)		23,840 32.7		23,910 32.8		22,450 30.8		15,020 20.6		12,390 17.0		17.2*	
		SHARE OF AUDIENCE %		50		50		46		32		28		28 *	
W		AVG. AUD. BY 1/4 HR. %		31.3		34.1		32.7		33.0		30.9		30.8	
		TOTAL AUDIENCE (Households (000) & %)		8,680 11.9		8,160 11.2		25,370 34.8							
		CBS TV		Celebrity Challenge of the Sexes		Shields and Yarnell		(OP)				CBS Tuesday Night Movies "MAGNUM FORCE" (9:00-11:00PM) (1/8)			
		AVERAGE AUDIENCE (Households (000) & %)		7,360 10.1		7,510 10.3		18,150 24.9		19.6*		24.7*		27.5*	
		SHARE OF AUDIENCE %		16		16		41		29 *		38 *		44 *	
K		AVG. AUD. BY 1/4 HR. %		10.4		9.7		10.0		10.6		18.8		20.5	
		TOTAL AUDIENCE (Households (000) & %)		15,020 20.6				15,020 20.6							
2		NBC TV		Chuck Barris Rah Rah Show		(OP)						Big Event "LOOSE CHANGE" Pt. II (9:00-11:00PM)			
		AVERAGE AUDIENCE (Households (000) & %)		11,230 15.4		15.1*		15.6*		14.0		12.4*		14.5*	
		SHARE OF AUDIENCE %		24		23 *		24 *		22		19 *		22 *	
		AVG. AUD. BY 1/4 HR. %		14.8		15.4		15.9		15.4		12.6		12.1	
		HOUSEHOLDS USING TV WK 1		58.0		60.1		61.3		63.8		65.4		67.4	
		(See Def. 1) WK 2		60.7		61.4		61.1		62.9		64.1		65.6	
				68.2		69.0		69.6		70.1		67.6		66.3	
				63.2		61.9		61.1		58.2		62.2		62.3	
				60.2		58.8									

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

EVE. TUE. FEB. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 22, 1978

TIME	7-00	7-15	7-30	7-45	8-00	8-15	8-30	8-45	9-00	9-15	9-30	9-45	10-00	10-15	10-30	10-45	11-00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,960 31.5				26,420 33.5				20,050 27.5				
AVERAGE AUDIENCE (Households (000) & %)					19,760 27.1	26.4*			21,800 29.9	29.8*			16,080 24.8	25.1*			24.5*
SHARE OF AUDIENCE %					43	42 *			47	46 *			47 *	47 *			43 *
AVG. AUD. BY 1/2 HR. %					25.7	27.0	27.3	28.1	29.3	30.3	30.7	29.4	24.9	25.3	25.0		24.0
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,870 20.4								16,180 22.2				
AVERAGE AUDIENCE (Households (000) & %)					8,160 11.2	10.1*			11.7*	11.6*			12,900 17.7	18.4*			17.0*
SHARE OF AUDIENCE %					18	16 *			18 *	18 *			30	31 *			30 *
AVG. AUD. BY 1/2 HR. %					10.1	10.0	10.0	10.5	11.0	11.6	12.2	13.1	16.7	18.1	17.6		16.4
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,060 23.4				16,040 22.0				13,630 18.7				
AVERAGE AUDIENCE (Households (000) & %)					14,430 19.8	19.5*			13,560 18.6	18.6*			10,720 14.7*	14.7*			14.6*
SHARE OF AUDIENCE %					31	31 *			29	29 *			25	25 *			26 *
AVG. AUD. BY 1/2 HR. %					19.2	19.8	20.2	20.1	18.7	18.6	18.4	18.7	14.6	14.9	14.5		14.8
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,810 25.8				21,720 29.8				19,320 26.5				
AVERAGE AUDIENCE (Households (000) & %)					15,890 21.8	21.1*			18,230 25.0	25.0*			16,400 22.5	22.9*			22.2*
SHARE OF AUDIENCE %					33	33 *			39	39 *			38	38 *			36 *
AVG. AUD. BY 1/2 HR. %					20.3	22.0	22.4	22.6	25.1	25.0	24.8	25.2	23.3	22.5	22.6		21.8
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,170 26.3				21,290 29.2								
AVERAGE AUDIENCE (Households (000) & %)					15,450 21.2	20.4*			14,580 20.0	18.6*			19,4*	20.1*			20.3*
SHARE OF AUDIENCE %					32	32 *			33	29 *			30 *	33 *			35 *
AVG. AUD. BY 1/2 HR. %					19.8	21.0	21.9	21.9	18.4	18.8	19.4	19.3	19.8	20.3	20.2		20.5
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,870 20.4				13,270 18.2				10,720 14.7				
AVERAGE AUDIENCE (Households (000) & %)					12,540 17.2	16.7*			10,940 15.0	15.1*			8,750 12.0	11.8*			12.1*
SHARE OF AUDIENCE %					26	26 *			23	23 *			20	19 *			21 *
AVG. AUD. BY 1/2 HR. %					16.4	17.0	17.9	17.6	15.0	15.2	15.0	14.9	11.8	11.9	12.0		12.1
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,810 25.8				21,720 29.8				19,320 26.5				
AVERAGE AUDIENCE (Households (000) & %)					15,890 21.8	21.1*			18,230 25.0	25.0*			16,400 22.5	22.9*			22.2*
SHARE OF AUDIENCE %					33	33 *			39	39 *			38	38 *			36 *
AVG. AUD. BY 1/2 HR. %					20.3	22.0	22.4	22.6	25.1	25.0	24.8	25.2	23.3	22.5	22.6		21.8
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,170 26.3				21,290 29.2								
AVERAGE AUDIENCE (Households (000) & %)					15,450 21.2	20.4*			14,580 20.0	18.6*			19,4*	20.1*			20.3*
SHARE OF AUDIENCE %					32	32 *			33	29 *			30 *	33 *			35 *
AVG. AUD. BY 1/2 HR. %					19.8	21.0	21.9	21.9	18.4	18.8	19.4	19.3	19.8	20.3	20.2		20.5
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,870 20.4				13,270 18.2				10,720 14.7				
AVERAGE AUDIENCE (Households (000) & %)					12,540 17.2	16.7*			10,940 15.0	15.1*			8,750 12.0	11.8*			12.1*
SHARE OF AUDIENCE %					26	26 *			23	23 *			20	19 *			21 *
AVG. AUD. BY 1/2 HR. %					16.4	17.0	17.9	17.6	15.0	15.2	15.0	14.9	11.8	11.9	12.0		12.1
TV HOUSEHOLDS USING TV WK 1	57.4	59.6	60.0	61.9	62.0	63.3	63.3	64.4	64.2	63.9	64.3	64.0	60.2	59.7	58.3	55.7	
(See Def. 1) WK 2	57.4	59.8	60.5	61.5	63.0	65.5	66.9	66.8	64.6	65.2	64.8	64.5	61.5	60.4	59.4	58.0	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. FEB. 23, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households 1000) & %)					13,710 18.8		14,360 19.7		16,400 22.5		16,510 19.9		11,590 15.9				
	AVERAGE AUDIENCE (Households 1000) & %)					12,470		13,490		15,020		13,340		9,400		13,30		12,50
	SHARE OF AUDIENCE %					17.1		18.5		20.6		18.3		12.9		22.0		27.0
	AVG. AUD. BY % HL.					27		29		32		29		22		22.0		27.0
E	TOTAL AUDIENCE (Households 1000) & %)					16,770 23.0		18,370 25.2		29,090 39.9								
	AVERAGE AUDIENCE (Households 1000) & %)					15,600		16,620		19,390								
	SHARE OF AUDIENCE %					21.4		22.8		26.6		25.2*		27.6*		28.5*		26.7*
	AVG. AUD. BY % HL.					34		35		44		39.0		43.0		47.0		48.0
K	TOTAL AUDIENCE (Households 1000) & %)					16,770 23.0				15,750 21.6								
	AVERAGE AUDIENCE (Households 1000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY % HL.																	
1	TOTAL AUDIENCE (Households 1000) & %)																	
	AVERAGE AUDIENCE (Households 1000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY % HL.																	
W	TOTAL AUDIENCE (Households 1000) & %)					16,690 22.9		16,910 23.2		19,540 26.8		16,480 22.6		13,920 19.1				
	AVERAGE AUDIENCE (Households 1000) & %)					15,020		15,750		17,570		15,240		10,420		14.3	15.7*	12.9*
	SHARE OF AUDIENCE %					20.6		21.6		24.1		20.9		14.3		24	26.0	22.0
	AVG. AUD. BY % HL.					32		33		37		32		16.3		15.1	13.6	12.3
E	TOTAL AUDIENCE (Households 1000) & %)					16,290 19.6				19,970 27.4				19,900 27.3				
	AVERAGE AUDIENCE (Households 1000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY % HL.																	
K	TOTAL AUDIENCE (Households 1000) & %)					11,230				16,260				16,910				
	AVERAGE AUDIENCE (Households 1000) & %)					15.4		15.3*		15.6*		21.2*		23.3*		23.2*	23.4*	22.9*
	SHARE OF AUDIENCE %					24		24.0		24.0		32.0		36.0		39	38.0	40.0
	AVG. AUD. BY % HL.					15.4		15.1		15.7		21.9		23.4		23.3	23.5	23.2
2	TOTAL AUDIENCE (Households 1000) & %)					16,480 22.6				13,120 18.0				13,920 19.1				
	AVERAGE AUDIENCE (Households 1000) & %)					13,850				10,280				11,370				
	SHARE OF AUDIENCE %					19.0		18.5*		14.1		13.6*		14.7*		15.6	15.4*	15.7*
	AVG. AUD. BY % HL.					29		29.0		22		21.0		23.0		26	25.0	27.0

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 24, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

51.8	53.3	53.7	55.8	56.7	57.2	58.0	59.0	59.7	58.8	58.3	58.0	58.2	58.2	57.7	55.2
56.7	58.0	58.8	59.9	59.4	61.0	62.8	62.8	60.7	61.4	61.8	61.4	60.1	58.9	58.7	57.6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 25, 1978

TOTAL AUDIENCE Households (000) & %		11,660 16.0	11,810 16.7	18,230 25.0			19,460 26.7																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
--	--	----------------	----------------	----------------	--	--	----------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

TOTAL AUDIENCE (Households (000) & %)		10,720 14.7		12,470 17.1		23,550 32.3													
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		9,480 13.0		11,660 16.0		16,770 23.0		21.8*		24.0*		23.3*		22.9*					
SHARE OF AUDIENCE %		23		28		40		37 *		40 *		41 *		42 *					
AVG. AUD. BY % HR. %		12.2		13.9		15.3		16.7		21.0		22.6		24.0		23.4		23.2	
		13,630 18.7		11,300 15.5		11,590 15.9		8,820 12.1		10,720 14.7									
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)		12,030 16.5		10,210 14.0		10,350 14.2		8,020 11.0		8,890 12.2		12.2*		12.2*					
SHARE OF AUDIENCE %		29		24		24		18		22		21 *		22 *					
AVG. AUD. BY % HR. %		16.4		16.6		14.3		14.2		11.2		10.8		11.8		12.6		12.4	
		15,450 21.2		15,380 21.1															
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
SHARE OF AUDIENCE %		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
AVG. AUD. BY % HR. %		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *		27 *			
		14.8		15.8		17.1		17.5		14.6		14.9		15.5		15.8		14.5	
		11,880 16.3		15.3*		17.3*		10,940 15.0		14.7*		15.6*		14.9*		14.6*			
		28		27 *		30 *		26		25 *		26 *		26 *					

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 26, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	14,430 12.8				21,580 29.6				27,050 37.1								
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)	11,810 16.2				18,300 25.1				18,740 25.7								
SHARE OF AUDIENCE %	26	14.8*			38	24.4*			38.8	23.9*			26.7*			26.8*	26.6*
AVG. AUD. BY % HR. %	17.7	15.9	17.1	10.1	23.8	25.0	26.2	25.3	23.9	23.9	26.1	27.3	27.0	44*	26.7	26.7	47*
TOTAL AUDIENCE (Households (000) & %)	20,560 28.2				14,510 19.9		12,980 17.8		19,830 27.2		19,320 26.5		15,670 21.5				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)	16,910 23.2				13,050 17.9		12,390 17.0		18,230 25.0		18,150 24.9		12,610 17.3				
SHARE OF AUDIENCE %	38	22.4*			30*	24.0*	25		37	26.1	30		29	18.4*		16.2*	29*
AVG. AUD. BY % HR. %	21.7	23.1	23.7	24.2	17.9	17.9	16.3	17.6	23.9	26.1	25.0	24.7	18.9	17.9	16.6	15.8	
TOTAL AUDIENCE (Households (000) & %)	16,180 22.2				18,880 25.9				17,060 23.4								
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)	13,190 18.1				15,670 21.5				10,640 14.6								
SHARE OF AUDIENCE %	30	17.5*			32	20.8*			22.3*	16.6*			14.8*		14.0*	13.1*	
AVG. AUD. BY % HR. %	16.4	18.5	18.6	19.0	20.5	21.0	22.3	22.3	16.9	16.3	15.4	14.3	14.3	23*	13.7	13.3	23*

	TOTAL AUDIENCE (Households (000) & %)	14,510 19.9			21,720 29.8				24,710 33.9								
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	11,150 15.3			17,640 24.2				15,750 21.6								
	SHARE OF AUDIENCE %	25	14.4*		36	23.6*			36*	21.2*			22.5*		21.9*	21.7*	
	AVG. AUD. BY % HR. %	13.8	15.0	15.4	22.7	24.5	25.4	24.2	20.8	21.5	22.6	22.4	21.9	22.0	22.2	21.3	
W	TOTAL AUDIENCE (Households (000) & %)	22,740 31.2			14,070 19.3		13,560 18.6		18,950 26.0		18,810 25.8		18,080 24.8				
E	CBS TV																
E	AVERAGE AUDIENCE (Households (000) & %)	18,440 25.3			12,250 16.8		12,100 16.6		17,200 23.6		17,420 23.9		14,140 19.4				
K	SHARE OF AUDIENCE %	41	25.4*		40*	25	24		34	24.3	35		32	19.3*		33*	19.4*
K	AVG. AUD. BY % HR. %	25.3	25.5	25.4	25.0	16.8	16.8	16.1	17.2	22.8	24.3	23.6	24.3	19.5	19.2	19.1	19.7
2	TOTAL AUDIENCE (Households (000) & %)	15,600 21.4			24,490 33.6						19,320 26.5						
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	12,100 16.6			16,840 23.1						13,340 18.3						
	SHARE OF AUDIENCE %	27	14.8*		29*	23.0*			36*	21.7*	28*		28*	18.9*		19.2*	16.8*
	AVG. AUD. BY % HR. %	13.6	16.0	17.5	22.7	23.2	24.7	24.4	22.8	20.6	19.4	18.3	19.8	31*	18.6	17.4	29*
TV HOUSEHOLDS USING TV	WK 1	57.6	61.1	62.4	63.6	64.5	66.0	66.7	67.4	66.6	67.0	66.5	66.0	62.3	59.7	57.6	55.8
	WK 2	57.8	60.6	61.8	63.8	65.3	67.3	68.0	68.1	69.0	69.7	68.1	67.2	63.6	61.9	59.6	58.2

U.S. TV Households: 72,900,000

Non-hour ratings for immediately preceding and succeeding quarter hours.

(K) Repeat, see page 8.

(OP) See Other Programs Section Page A-30

A-17

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

(1) "ABC SUNDAY NIGHT MOVIE", ABC, (7:00-11:35PM). FOR REMAINING RATINGS, SEE OP. PAGES.
(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAF (ALPHA).

(*) "ABC SUNDAY NIGHT MOVIE", ABC, (9:00-11:22PM). FOR REMAINING RATINGS, SEE OP. PAGES.

MON-FRI 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1978

TIME		7-00	7-15	7-30	7-45	8-00	8-15	8-30	8-45	9-00	9-15	9-30	9-45	10-00	10-15	10-30	10-45	11-00
W	TOTAL AUDIENCE (Households 000) & %			2,770 3.8				3,790 5.2										
	ABC TV																	
	AVERAGE AUDIENCE (Households 000) & %			2,110 2.9				3,210 4.4										
	SHARE OF AUDIENCE % AVG. AUD. BY % HR. %			19 2.8		3.1		23 4.2		4.6								
E	TOTAL AUDIENCE (Households 000) & %		2,700 3.7			4,450 6.1								4,300 5.9		5,160 7.1		
	CBS TV																	
	AVERAGE AUDIENCE (Households 000) & %		1,680 2.3			2,770 3.8		3,330 4.6		4,300 5.9				3,650 5.0		4,370 6.0		
	SHARE OF AUDIENCE % AVG. AUD. BY % HR. %		16 2.1		2.2	20 2.6	18 3.0	22 3.6		22 4.2				23 4.9		27 6.1		6.5
K	TOTAL AUDIENCE (Households 000) & %			4,010 5.5				4,370 6.0						4,590 6.3		5,100 7.0		
	NBC TV																	
	AVERAGE AUDIENCE (Households 000) & %			3,210 4.4				3,500 4.8						3,790 5.2		4,300 5.9		
	SHARE OF AUDIENCE % AVG. AUD. BY % HR. %			26 4.3		4.5		27 4.7		4.9				25 5.2		26 5.8		6.0

W	TOTAL AUDIENCE (Households 000) & %		2,840 3.9			3,940 5.4												
	ABC TV																	
	AVERAGE AUDIENCE (Households 000) & %		2,330 3.2			3,280 4.5												
	SHARE OF AUDIENCE % AVG. AUD. BY % HR. %		20 3.0		3.4	24 4.3		4.6										
E	TOTAL AUDIENCE (Households 000) & %		2,840 3.9			4,450 6.1								4,080 5.6		5,320 7.3		
	CBS TV																	
	AVERAGE AUDIENCE (Households 000) & %		1,750 2.4			2,920 4.0		3,550 4.9		4,440 6.1				3,350 4.6		4,590 6.3		
	SHARE OF AUDIENCE % AVG. AUD. BY % HR. %		16 2.3		2.2	22 3.1	20 3.9	24 4.3		24 4.5				22 4.3		29 6.0		6.6
K	TOTAL AUDIENCE (Households 000) & %			4,010 5.5				4,590 6.3						4,370 6.0		5,030 6.9		
	NBC TV																	
	AVERAGE AUDIENCE (Households 000) & %			3,210 4.4				3,720 5.1						3,790 5.2		4,230 5.8		
	SHARE OF AUDIENCE % AVG. AUD. BY % HR. %			26 4.5		4.4		29 5.1		5.1				26 4.9		27 5.8		5.9

TV HOUSEHOLDS USING TV	WK 1 (See Def. 1)	7.2	9.5	11.8	13.5	15.2	16.7	17.3	18.1	18.9	20.4	21.3	21.8	21.8	22.4	22.2	22.6
WK 2		7.3	10.3	12.4	13.8	15.2	16.6	17.2	17.7	18.5	19.3	19.5	19.9	19.9	20.8	21.2	22.0

U.S. TV Households: 72,900,000

Peak-hour ratings for immediately preceding and subject quarter-hour.

(R) Repeat, see page 8.

(UP) See Other Programs Section: Page A-38

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	6,850 0.4		8,530 11.7		5,320 7.3		6,630 9.1		8,460 11.6					7,070 9.8			
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
W																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
K																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
1																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
W																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
K																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
2																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
W																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
K																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR.																	
TV HOUSEHOLDS USING TV																	
WK 1	23.7	24.6	24.7	25.4	26.7	27.4	26.7	27.3	27.4	27.9	28.0	28.2	28.3	28.8	28.8	29.4	
WK 2	22.5	23.5	24.2	25.2	26.0	26.9	26.4	27.0	27.6	27.8	28.0	28.5	29.0	29.3	28.6	29.0	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,910 9.5					4,300 5.9										8,500 11.8	
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3	7.3*			7.4*	5.3										7,440 10.2	
SHARE OF AUDIENCE %	23	26 *			23 *	16										17	
AVG. AUD. BY % HR. %	7.2	7.3	7.5	7.4	5.3	5.3										9.8	10.9
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,220 9.9			5,100 7.0										12,540 17.2	
AVERAGE AUDIENCE (Households (000) & %)			6,120 7.7*			4,300 5.9										11,010 15.1	
SHARE OF AUDIENCE %			26 *			17										29	
AVG. AUD. BY % HR. %			7.7	7.6	7.8	9.0	5.7	6.2								14.9	15.3
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,530 11.7															11,880 16.3	
AVERAGE AUDIENCE (Households (000) & %)	6,710 9.2	8.7*			9.8*											10,420 14.3	
SHARE OF AUDIENCE %	29	29 *			30 *											27	
AVG. AUD. BY % HR. %	8.2	9.1	10.0	9.6												14.2	14.5

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,140 9.8					4,160 5.7										8,660 11.6	
AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7	7.7*			7.7*	5.1										7,290 10.0	
SHARE OF AUDIENCE %	24	26 *			23 *	15										9.6	10.3
AVG. AUD. BY % HR. %	7.7	7.8	7.8	7.7	5.1	5.1											
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,360 10.1			4,960 6.8										13,050 17.9	
AVERAGE AUDIENCE (Households (000) & %)			6,270 7.3*			4,300 5.9										11,520 15.8	
SHARE OF AUDIENCE %			24 *			17										29	
AVG. AUD. BY % HR. %			7.4	7.2	7.9	9.2	5.7	6.2								15.5	16.1
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,160 11.2															12,100 16.6	
AVERAGE AUDIENCE (Households (000) & %)	6,490 8.9	8.4*			9.4*											10,860 14.9	
SHARE OF AUDIENCE %	28	28 *			29 *											27	
AVG. AUD. BY % HR. %	7.9	8.8	9.5	9.2												14.8	15.1

TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	WK 2	29.7	31.1	32.4	33.9	33.2	34.6	34.8	36.9	38.5	40.5	42.7	45.6	49.1	51.2	52.0	53.9
		29.7	31.3	33.0	34.5	33.7	35.3	36.8	38.5	40.3	42.8	44.5	47.0	50.4	52.4	54.0	56.3

U.S. TV Households: 72,900,000

* Half-hour ratings for secondary programming and subject quarter hours.

(K) Kipper, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nickelodeon* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1978

TIME	7-00	7-15	7-30	7-45	8-00	8-15	8-30	8-45	9-00	9-15	9-30	9-45	10-00	10-15	10-30	10-45	11-00
TOTAL AUDIENCE (Households (000) & %)					3,650 5.0		5,690 7.8		6,490 8.9		7,070 9.7		7,160 10.1			8,310 11.4	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					3,130 4.3		4,880 6.7		5,320 7.3		6,050 8.3		6,420 8.8			7,070 9.7	
SHARE OF AUDIENCE %					33		37		33		35		34			34	
AVG. AUD. BY ¼ HR. %					3.7	4.8	6.6	6.8	6.9	7.7	8.2	8.3	9.7	8.9	10.3	9.1	
TOTAL AUDIENCE (Households (000) & %)					2,700 3.7		4,370 6.0		6,440 8.9		7,070 9.7		8,310 11.4			7,270 9.9	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					2,190 3.0		3,430 4.7		5,100 7.0		5,900 8.1		7,000 9.6			6,200 8.5	
SHARE OF AUDIENCE %					21		25		30		32		36			32	
AVG. AUD. BY ¼ HR. %					2.8	3.1	4.1	5.2	6.7	7.4	7.9	8.3	9.2	10.0	8.4	8.5	
TOTAL AUDIENCE (Households (000) & %)					3,210 4.4		4,080 5.6		4,960 6.8		5,180 7.1		5,100 7.0			5,180 7.1	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					2,330 3.2		2,990 4.1		3,940 5.4		4,080 5.6		3,940 5.4			4,080 5.6	
SHARE OF AUDIENCE %					24		23		25		23		21			21	
AVG. AUD. BY ¼ HR. %					2.6	3.9	3.6	4.5	5.2	5.6	5.8	5.5	5.1	5.6	5.3	5.8	

TOTAL AUDIENCE (Households (000) & %)					4,960 6.8		6,340 8.7		6,120 8.4		7,000 9.6		6,490 8.9			8,750 12.0	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					3,940 5.4		5,470 7.5		5,100 7.0		5,540 7.6		5,900 8.1			6,780 9.3	
SHARE OF AUDIENCE %					36		39		32		30		29			32	
AVG. AUD. BY ¼ HR. %					4.7	6.1	7.6	7.4	6.6	7.3	8.1	7.2	7.7	8.5	10.4	8.1	
TOTAL AUDIENCE (Households (000) & %)					3,130 4.3		4,300 5.9		6,120 8.4		8,020 11.0		9,770 13.4			8,680 11.9	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					2,550 3.5		3,410 4.7		5,250 7.2		6,850 9.4		8,160 11.2			7,220 9.9	
SHARE OF AUDIENCE %					22		23		30		35		39			33	
AVG. AUD. BY ¼ HR. %					3.3	3.6	4.1	5.3	6.5	7.9	9.0	9.8	11.2	11.3	9.4	10.3	
TOTAL AUDIENCE (Households (000) & %)					2,840 3.9		3,650 5.0		4,880 6.7		5,390 7.4		5,320 7.3			5,470 7.5	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					2,110 2.9		2,920 4.0		3,860 5.3		4,300 5.9		4,300 5.9			4,370 6.0	
SHARE OF AUDIENCE %					19		21		24		23		21			21	
AVG. AUD. BY ¼ HR. %					2.5	3.4	3.6	4.5	5.5	5.1	5.5	6.2	6.0	5.9	5.4	6.5	

TV HOUSEHOLD USES TV WK 1 (See Def. 1)	4.7	6.0	8.1	10.3	13.3	15.5	17.5	20.0	22.1	24.0	25.0	25.5	25.9	27.2	27.0	26.8
WK 2	5.3	7.2	9.3	11.6	14.3	17.1	19.2	21.8	23.2	24.5	26.6	27.2	28.2	29.1	30.2	30.2

U.S. TV Households 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(UP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,140 9.8	6,420 8.8	5,470 7.5	6,200 8.5	4,610 6.3	5,160 7.1	4,300 5.9	4,160 5.7	3,720 5.1	3,650 5.0	3,520 4.8	3,430 4.7	3,280 4.5	3,190 4.4	3,090 4.3	2,990 4.1	2,890 4.0
AVERAGE AUDIENCE (Households (000) & %)	6,120 8.4	5,670 7.5	4,520 6.2	5,010 6.9	3,520 4.8	3,690 5.1	3,470 4.7	3,160 4.3	2,720 3.7	2,650 3.6	2,520 3.4	2,430 3.3	2,280 3.1	2,190 3.0	2,090 2.9	1,990 2.7	1,890 2.6
SHARE OF AUDIENCE %	32	30	25	29	18	20	19	17	15	14	13	12	11	10	9	8	7
AVG. AUD. BY % HR.	8.1	8.4	8.1	7.0	6.1	6.3	5.5	5.5	5.8	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.4
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,580 10.4	6,200 8.5	6,710 9.2	6,710 9.2	5,160 7.1	4,300 5.9	4,160 5.7	3,720 5.1	3,650 5.0	3,520 4.8	3,430 4.7	3,280 4.5	3,190 4.4	3,090 4.3	2,990 4.1	2,890 4.0	2,790 3.9
AVERAGE AUDIENCE (Households (000) & %)	6,420 8.8	5,250 7.2	5,690 7.8	5,670 7.5	4,160 5.7	3,720 5.1	3,160 4.3	2,720 3.7	2,650 3.6	2,520 3.4	2,430 3.3	2,280 3.1	2,190 3.0	2,090 2.9	1,990 2.7	1,890 2.6	1,790 2.5
SHARE OF AUDIENCE %	34	30	32	30	23	23	23	20	20	19	18	17	16	15	14	13	12
AVG. AUD. BY % HR.	9.1	8.5	6.9	7.4	7.8	7.8	7.5	7.4	5.7	5.6	5.2	4.9	4.9	4.9	4.9	4.9	4.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,520 6.2	4,960 6.8	3,790 5.2	3,280 4.5	3,190 4.4	3,090 4.3	2,990 4.1	2,890 4.0	2,790 3.9	2,690 3.8	2,590 3.6	2,490 3.4	2,390 3.3	2,290 3.2	2,190 3.0	2,090 2.9	1,990 2.7
AVERAGE AUDIENCE (Households (000) & %)	3,790 5.2	3,790 5.2	3,430 4.7	2,920 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0	2,890 4.0
SHARE OF AUDIENCE %	20	21	19	16	16	16	16	16	16	16	16	16	16	16	16	16	16
AVG. AUD. BY % HR.	4.7	5.7	5.0	5.4	4.7	4.6	3.7	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,000 9.6	7,650 10.5	7,510 10.3	7,510 10.3	6,590 9.1	5,570 7.7	4,570 6.3	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9
AVERAGE AUDIENCE (Households (000) & %)	5,760 7.9	6,340 8.7	6,170 8.4	6,170 8.4	5,160 7.1	4,300 5.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9	3,570 4.9
SHARE OF AUDIENCE %	27	29	28	28	23	23	23	17	17	17	17	17	17	17	17	17	17
AVG. AUD. BY % HR.	7.7	8.1	9.0	8.5	6.4	6.1	6.7	6.3	4.9	4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	9,620 13.2	7,950 10.9	6,930 9.5	7,800 10.7	7,800 10.7	7,800 10.7	7,800 10.7	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2	5,250 7.2
AVERAGE AUDIENCE (Households (000) & %)	8,310 11.4	6,420 8.8	5,610 7.7	5,120 6.9	6,630 9.1	6,630 9.1	6,630 9.1	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2	4,520 6.2
SHARE OF AUDIENCE %	39	31	28	31	31	31	31	22	22	22	22	22	22	22	22	22	22
AVG. AUD. BY % HR.	11.5	11.3	9.0	8.5	7.4	8.1	8.5	9.0	9.0	9.2	6.5	5.9	5.9	5.9	5.9	5.9	5.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,080 5.6	4,160 5.7	4,670 6.4	3,210 4.4	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2	10,350 14.2
AVERAGE AUDIENCE (Households (000) & %)	3,210 4.4	3,430 4.7	4,010 5.5	2,620 3.6	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0	5,100 7.0
SHARE OF AUDIENCE %	15	16	20	13	25	25	25	19	19	19	19	19	19	19	19	19	19
AVG. AUD. BY % HR.	4.2	4.5	4.6	4.7	5.6	5.5	3.3	3.9	5.4	5.5	6.5	7.0	7.6	7.7	8.1	8.2	8.2
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	25.6	25.6	24.5	24.3	23.8	24.3	24.4	24.8	25.2	24.9	24.7	25.5	24.8	25.6	26.0	26.3	26.3
WK 2	28.9	29.3	29.2	28.2	27.4	27.9	28.2	28.5	29.0	29.9	27.9	27.4	27.6	27.9	28.2	28.6	28.6

U.S. TV Households: 72,900,000

*Half-hour ratings for immediately preceding and subject quarter-hour.

(H) Repeat, see page 8.

(OP) See Other Programs Section, Page A-38

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SAT. MAR. 4, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY % HR. %																	

TV HOUSEHOLDS USING TV	WK 1	27.1	28.7	29.6	32.2	32.3	33.0	34.2	36.1	37.8	39.3	40.5	42.0	45.3	48.4	49.8	51.2
(See Def. 1)	WK 2	29.7	30.2	31.1	31.7	32.1	34.4	36.5	38.2	39.7	40.7	39.6	40.8	41.7	43.2	45.2	47.0

U.S. TV Households: 72,900,000

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) "ABC SATURDAY EVENING NEWS", ABC, (6:45-7:00PM).

(2) "ABC SATURDAY EVENING NEWS", ABC, (6:45-7:00PM).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 26, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
K	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																

W	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
K	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																

TV HOUSEHOLDS USING TV WK 1	3.0	3.8	4.8	6.7	8.8	10.3	11.8	14.2	15.8	17.0	18.1	19.4	20.3	20.9	20.8	20.2
(See Def. 1) WK 2	3.6	4.4	5.4	7.0	8.4	10.4	12.3	13.8	15.7	17.6	17.8	18.6	19.8	21.0	20.3	21.2

U.S. TV Households: 72,900,000 *Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page 8.

(UP) See Other Programs Section, Page A-36

		NATIONAL TV AUDIENCE ESTIMATES																	SATURDAY, FEB. 25, 1978			
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00				
W E K	ABC TV																					
	TOTAL AUDIENCE	3,450		3,210				2,330										11,170				
	Households (000) & %	5.2		4.4				3.2										15.6				
	AVERAGE AUDIENCE																					
	Households (000) & %	3,210		2,550				1,820										6,630				
T	CBS TV																					
	TOTAL AUDIENCE			3,350						5,900				11,170								
	Households (000) & %			4.6						8.1				15.6								
	AVERAGE AUDIENCE																					
	Households (000) & %			2,480						4,010				5,030								
T	NBC TV																					
	TOTAL AUDIENCE								2,920							2,260		5,690				
	Households (000) & %								4.0							3.1		7.8				
	AVERAGE AUDIENCE																					
	Households (000) & %								2,330							2,040		2,990				
T	CBS TV																					
	TOTAL AUDIENCE																					
	Households (000) & %																					
	AVERAGE AUDIENCE																					
	Households (000) & %																					
T	NBC TV																					
	TOTAL AUDIENCE																					
	Households (000) & %																					
	AVERAGE AUDIENCE																					
	Households (000) & %																					

TOTAL AUDIENCE (Households (000) & %)		3,650 5.3	3,130 4.3	2,990 4.1											12,610 17.3								
ABC TV		Great Grape Ape		Animals, Animals, Animals (or)	Issues And Answers	Directions	The Superstars																
AVERAGE AUDIENCE (Households (000) & %)		3,130 4.3	2,330 3.2	2,260 3.1											8,090 11.1	9.0*	11.8*						
SHARE OF AUDIENCE %		20	14	13											31	26 *	33 *						
AVG. AUD. BY % HR.		4.1	4.5	3.4	3.1	3.0	3.2											7.9	10.0	11.3	12.3		
TOTAL AUDIENCE (Households (000) & %)		3,430 4.7												6,420 8.8	12,680 17.4								
CBS TV		Camera Three (SUS.)	Point the Motion	Challenge of the Sexes										NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:05PM) a									
AVERAGE AUDIENCE (Households (000) & %)		2,480 3.4												4,370 6.0	5.5*	5,470 7.5	7.7*	7.3*					
SHARE OF AUDIENCE %		15												20	19 *	20	22 *	19 *					
AVG. AUD. BY % HR.		3.4		3.5											5.0	6.0	7.2	7.7	7.9	7.4	7.3	7.2	
TOTAL AUDIENCE (Households (000) & %)														3,650 5.0	5,540 7.6	7,360 10.1							
NBC TV		Meet the Press										Sportsworld										Florida Citrus Open (2:00-4:00PM)	
AVERAGE AUDIENCE (Households (000) & %)														2,840 3.9	3,430 4.7	3.8*	5.6*	3,650 5.0	4.3*	4.8*			
SHARE OF AUDIENCE %														16	15	13 *	17 *	14	13 *	14 *			
AVG. AUD. BY % HR.														3.8	4.0	3.4	4.3	5.3	6.0	4.5	4.2	4.7	5.0
TV HOUSEHOLDS USING TV WK 1	20.7	21.1	21.3	22.2	21.2	22.5	23.0	24.0	24.2	24.9	27.2	28.6	29.9	31.5	32.1	33.0							
TV HOUSEHOLDS USING TV WK 2	21.5	22.4	22.7	22.4	22.8	24.3	25.7	26.6	27.9	29.6	31.4	32.5	33.9	35.2	35.9	36.2							

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. FEB. 26, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV	34.9	34.9	36.1	37.0	38.3	39.2	40.9	42.4	42.2	42.6	42.9	45.1	48.1	49.1	51.9	53.8
(See Def. 1)	36.9	37.0	37.6	38.0	36.7	36.8	36.6	37.9	39.7	41.3	42.9	44.7	47.8	49.1	50.6	53.5

U.S. TV Households: 72,000,000

Half-hour ratings for immediately preceding and subject quarter hours.

(M) Repeat, see page 9.

(OP) See Other Programs Section, Page 4-6.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/SEVEN TV AUDIENCE ESTIMATES																
				WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY																
	ABC	11.30-12.36AM	POLICE STORY-MON	11.30	6,850	9.4	4,670	6.4	25	7.4	7,140	9.8	5,250	7.2	29	7.0
				11.45				7.0*	24*	6.5				7.3*	26*	7.6
				12.00						6.0						7.6
				12.15				6.0*	26*	5.9				7.3*	31*	7.1
				12.30						5.7						6.3
	NBC	9.00-11.18PM	NBC MONDAY NIGHT MOVIES	11.00							FOR RTGS SEE PAGE A-3					14.0
				11.15												11.3
EVENING TUESDAY																
	ABC	11.30- 1.07AM	TUESDAY MOVIE OF THE WEEK	11.30	6,850	9.4	3,860	5.3	23	7.1	6,630	9.1	4,300	5.9	21	6.0
		11.30-12.33AM		11.45				6.9*	23*	6.7				5.9*	19*	5.8
				12.00						5.5						6.1
				12.15				5.1*	22*	4.8				5.9*	25*	5.8
				12.30						4.7						5.4
				12.45				4.3*	24*	3.9						
				1.00						4.1						
	CBS	9.00-11.25PM	CBS TUESDAY NIGHT MOVIES	11.00							FOR RTGS SEE PAGE A-5					26.7
EVENING WEDNESDAY																
				11.15										25.3*	51*	23.3
	ABC	11.30-12.32AM	POLICE STORY-WED	11.30	7,000	9.6	4,670	6.4	25	7.8	7,800	10.7	5,100	7.0	27	8.2
		11.30-12.33AM		11.45				7.2*	25*	6.7				7.6*	25*	7.1
				12.00						6.0						6.8
				12.15				5.8*	25*	5.5				6.5*	29*	6.2
				12.30						4.4						4.9
	ABC	12.32- 1.29AM	WED. MYSTERY OF THE WEEK	12.30	2,480	3.4	1,820	2.5	18	3.1	3,350	4.6	2,190	3.0	24	3.7
		12.33- 1.36AM		12.45				2.8*	17*	2.5				3.3*	22*	3.0
				1.00						2.3						2.8
				1.15				2.3*	19*	2.2				2.8*	25*	2.8
				1.30												2.6
	CBS	9.00-11.26PM	CBS WEDNESDAY NIGHT MOVIE	11.00							FOR RTGS SEE PAGE A-7					22.1
				11.15										21.6*	45*	21.0
	CBS	12.40- 1.33AM	LATE MOVIE II	12.30	3,720	5.1	3,060	4.2	32	4.6						
				12.45				4.5*	28*	4.4						
				1.00						4.3						5.6
				1.15				4.1*	34*	4.0				5.4*	22*	5.2
				1.30						3.8						4.7
EVENING THURSDAY																
	ABC	11.30-12.42AM	SALUTE TO WOMEN'S SPORTS(S)	11.30							7,220	9.9	4,230	5.8	22	6.9
				11.45										6.6*	21*	6.3
				12.00												5.6
				12.15												5.2
				12.30												4.7

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/CABLE AUDIENCE ESTIMATES																	
DAY NETWORK TIME (N.Y.T.) PROGRAM					QUARTER HOUR	WEEK 1				WEEK 2							
						TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING THURSDAY CONT'D																	
ABC 11.30-12.36AM STARKY AND HUTCH-11:30					11.30	7,510	10.3	5,030	6.9	27	7.7						
					11.45				7.6*	25*	7.6						
					12.00						6.8						
					12.15				6.6*	30*	6.4						
					12.30						5.4						
ABC 12.36- 1.14AM TOMA					12.30	3,350	4.6	2,620	3.6	23	4.0						
					12.45				3.7*	22*	3.5						
					1.00						3.4						
CBS 9.00-11.16PM GRAMMY AWARDS(S)					11.00						24.0						
					11.15						19.9						
EVENING FRIDAY																	
ABC 11.30-12.35AM BARETTA-11:30PM					11.30	7,000	9.6	4,520	6.2	21	7.1	7,730	10.6	5,320	7.3	22	7.8
					11.45				6.8*	20*	6.4				7.6*	20*	7.4
11.30-12.36AM					12.00						5.8					7.3	
					12.15				5.7*	21*	5.6				7.1*	24*	6.9
					12.30						5.6						6.7
CBS 11.30- 1.00AM BOXING(S)					11.30	5,690	7.8	3,650	5.0	18	6.0						

					11.45					5.6*	17*	5.2							
					12.00							5.2							
					12.15					5.1*	18*	5.0							
					12.30							4.5							
					12.45					4.4*	19*	4.2							
NBC	1.00- 2.30AM		MIDNIGHT SPECIAL		1.00	4,450	6.1	2,480	3.4	25		4.6	4,960	6.8	2,620	3.6	24	3.9	
					1.15				4.3*	23*		3.9				3.8*	20*	3.7	
					1.30							3.2						3.5	
					1.45				3.2*	25*		3.1				3.7*	25*	3.9	
					2.00							2.9						3.4	
					2.15				2.7*	30*		2.5				3.1*	28*	2.8	
EVENING SATURDAY																			
ABC	9.58- 9.59PM		ABC NEWSBRIEF-SAT.		9.45	15,160	20.8	15,160	20.8	38	20.8	16,620	22.8	16,620	22.8	38	22.8		
ABC	11.00-11.15PM		ABC WEEKEND NEWS-SATURDAY		11.00	6,420	8.8	6,200	8.5	19	8.5	6,200	8.5	5,900	8.1	17	8.1		
CBS	9.28- 9.29PM		NEWSBREAK-SAT.		8.45							9,110	12.5	9,110	12.5	21	12.5		
	8.58- 8.59PM				9.15	8,890	12.2	8,890	12.2	21	12.2								
NBC	8.58- 8.59PM		NBC NEWS UPDATE-SAT.		8.45	9,110	12.5	9,110	12.5	22	12.5	10,640	14.6	10,640	14.6	25	14.6		
NBC	11.30-12.49AM		SATURDAY NIGHT		11.30	11,960	16.4	7,650	10.5	33	12.1								
					11.45				11.7*	33*	11.3								
					12.00						10.1								
					12.15				10.1*	33*	10.1								
					12.30						9.5								
					12.45						9.1								
NBC	11.30- 1.00AM		WEEKEND(S)		11.30							8,310	11.4	4,520	6.2	19	8.6		
					11.45										7.8*	21*	7.1		
					12.00												6.6		
					12.15										6.2*	19*	5.8		
CONT'D																			

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1					WEEK 2						
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY CONT'D														
NBC 11.30- 1.00AM WEEKEND(S)-CONT'D		12.30 12.45											4.7* 18*	5.1 4.2
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE		7.45	11,660	16.0	11,660	16.0	25	16.0	11,370	15.6	11,370	15.6	24	15.6
ABC 8.57- 8.58PM ABC NEWSBRIEF-SUN. 8.57- 8.59PM		8.45	16,040	22.0	16,040	22.0	33	22.0	15,820	21.7	15,090	20.7	30	20.7
ABC 9.00-11.26PM ABC SUNDAY NIGHT MOVIE		11.15	FOR RTGS SEE PAGE A-14			24.5*	52*	23.5	FOR RTGS SEE PAGE A-15			20.4*	41*	18.9
CBS 8.57- 8.58PM NEWSBREAK-SUN. 8.58- 8.59PM		8.45	12,980	17.8	12,980	17.8	26	17.8	12,830	17.6	12,830	17.6	26	17.6
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	12,680	17.4	12,680	17.4	26	17.4						

9.28- 9.29PM	9.15							14,220	19.5	14,220	19.5	28	19.5
NBC 11.30- 1.32AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16		3.5*	22*	3.4	FOR RTGS SEE PAGE A-17				3.0*	17*	2.9
11.30- 1.30AM	1.00					3.3							2.6
	1.15			3.3*	27*	3.4					2.6*	19*	2.5
	1.30					3.1							
EVENING MONDAY-FRIDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F 8.45	13,630	18.7	13,630	18.7	29	17.3	12,760	17.5	12,760	17.5	27	15.8
	9.45						19.7						18.7
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F 8.45	10,350	14.2	10,350	14.2	22	14.2	11,230	15.4	11,230	15.4	24	15.4
CBS 11.30- 1.11AM LATE MOVIE I	M-F 1.45							FOR RTGS SEE PAGE A-17			5.9*	54*	5.9
CBS 1.07- 2.03AM LATE MOVIE II	W & F 12.00							5,250	7.2	3,790	5.2	29	7.9
	12.15										7.3*	25*	7.0
	12.30												6.7
	12.45										6.6*	28*	6.6
	1.00												4.6
	1.15										4.6*	29*	4.4
	1.30												4.2
	1.45										3.5*	36*	3.5
	2.00												3.6
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F 8.45	14,000	19.2	13,270	18.2	28	18.0	11,810	16.2	11,810	16.2	25	16.2
	9.00						22.5						
NBC 11.30-12.45AM TONIGHT SHOW	M-F 1.00							FOR RTGS SEE PAGE A-17					4.5
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH 1.45							FOR RTGS SEE PAGE A-17			2.2*	27*	1.9
CONT'D													

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR				WEEK 1					WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING MONDAY-FRIDAY CONT'D															
NBC	1.00- 1.45AM	TOMORROW SHOW-CONT'D	2.00											1.6	
DAY MONDAY-FRIDAY															
CBS	10.00-11.00AM	MAGAZINE(S)	THU. 10.00						5,760	7.9	3,570	4.9	24	4.5	
			10.15									4.6*	24*	4.7	
			10.30											5.3	
			10.45									5.2*	25*	5.2	
CBS	10.30-11.00AM	PRICE IS RIGHT 1	M-F 10.00	5,180	7.1	4,370	6.0	27	4.3						
			10.15						5.4						
CBS	11.00-11.30AM	PILLSBURY BAKE-OFF(S)	TUE. 11.00	5,760	7.9	5,180	7.1	28	7.2						
			11.15						7.0						
CBS	11.00-11.30AM	PRICE IS RIGHT 2	M-F 10.30	5,390	7.4	4,740	6.5	27	6.4						
			10.45						7.1						
CBS	11.55-11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	5,180	7.1	4,740	6.5	26	6.5	4,960	6.8	4,450	6.1	24	
CBS	12.43- 1.00PM	CARTER ANALYSIS(S)	THU. 12.30							5,320	7.3	4,880	6.7	27	
			12.45											6.8	
DAY SATURDAY															
ABC	8.55- 8.59AM	SCHOOLHOUSE ROCK- 8.55AM	8.45	5,180	7.1	4,520	6.2	32	6.2	5,180	7.1	4,740	6.5	32	
														6.5	

ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM	9.45	6,420	8.8	6,120	8.4	35	8.4	5,250	7.2	5,180	7.1	27	7.1
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	6,120	8.4	5,690	7.8	28	7.8	5,830	8.0	5,470	7.5	26	7.5
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	5,180	7.1	4,740	6.5	26	6.5	6,270	8.6	5,470	7.5	26	7.5
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	2,480	3.4	2,260	3.1	20	3.1	2,620	3.6	2,480	3.4	20	3.4
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	4,300	5.9	4,010	5.5	28	5.5	4,300	5.9	4,080	5.6	26	5.6
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	6,780	9.3	6,420	8.8	35	8.8	7,730	10.6	7,580	10.4	38	10.4
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	7,730	10.6	6,930	9.5	35	9.5	8,380	11.5	7,510	10.3	35	10.3
CBS 10.56-10.59AM IN THE NEWS-10.56AM	10.45	6,490	8.9	6,340	8.7	32	8.7	7,870	10.8	7,580	10.4	34	10.4
CBS 11.26-11.29AM IN THE NEWS-11.26AM	11.15	6,120	8.4	5,470	7.5	29	7.5	8,310	11.4	7,440	10.2	35	10.2
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	5,540	7.6	5,250	7.2	30	7.2	6,560	9.0	5,900	8.1	29	8.1
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	5,540	7.6	5,250	7.2	30	7.2	6,050	8.3	5,760	7.9	28	7.9
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	5,760	7.9	5,250	7.2	29	7.2	7,140	9.8	6,490	8.9	31	8.9
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,160	5.7	4,010	5.5	22	5.5	6,780	9.3	6,050	8.3	28	8.3
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM	1.45	3,500	4.8	3,280	4.5	18	4.5	4,300	5.9	4,080	5.6	20	5.6
DAY SUNDAY													
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	2,700	3.7	2,410	3.3	16	3.3	3,060	4.2	2,920	4.0	19	4.0
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,920	4.0	2,700	3.7	17	3.7	2,410	3.3	2,190	3.0	13	3.0
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	1,820	2.5	1,680	2.3	14	2.3	1,020	1.4	950	1.3	8	1.3
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	1,820	2.5	1,750	2.4	13	2.4	1,600	2.2	1,600	2.2	12	2.2
CBS 1.45- 4.05PM NBA BASKETBALL GAME	4.00												
FOR RTGS SEE PAGE A-33													6.2